| | | | APPROXIMATE | _ | Te | rm 1a | | | | | Term1b |) | | | Term | 2a | | T | erm 2b | | | Terr | 1 3a | | | Term 3b | |
|----------|--|---|-----------------------|---|-----------|----------|-----------------|---|----------|----------|--------|---------|---|----------|---------|---|----------|--------------|--------------|-------------------|-----|--------------------|--------------------|---------|-----------------|-------------------|----------------------|
| | Topic title | SUMMARY OF KNOWLEDGE ACQUISTION | DURATION (Lessons) | 1 | 2 3 | 4 | 5 6 | 7 | 8 1 | 2 3 | 4 | 5 6 | 7 | , , | 2 3 | 4 5 | 6 1 | 2 3 | 4 5 | | ١, | 2 | 3 4 | 5 1 | 2 : | | 5 6 7 |
| Year 9 | | | | | | Ė | | Ė | | | | | | | | | | | | | | | | | | | |
| 1 | Year 9 Enterprise lessons | What is an enterprise? What is an entrepreneur? What skills are needed to be an entrepreneur? | 2 | | | | | | | | | | | Ш | | | | | Ш | | | Ш | | | | Ш | |
| Year 10 | 1.1 Enterprise and Entrepreneurship | The dynamic nature of business, Risk and reward, The role of | | - | + | | | H | | | | | | Н | | | | | | | | + | | | | Н | |
| 1 | 1.1 Enterprise and Entrepreneurship 1.2 Spotting a business opportunity | business enterprise Customer needs, Market research, Market segmentation, The | 14 | | Ŧ | H | | ۱ | | | | + | | Н | + | + | H | \vdash | \vdash | + | | + | + | + | \vdash | + | + |
| 2 | 1.2 Spotting a business opportunity | competitive environment | 17 | | | | | | | | | | | | | | | | | | | | | _ | | | _ |
| 3 | 1.3 Putting a business idea into practice | Business aims and objectives, Business revenue, cost and profit, Cash and cash-flow, Sources of business finance | 15 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 1.4 Making the business effective | The options for start-up and small businesses, Business location, The Marketing mix, Business plans | 22 | | | | | - | | | | | | | | | | | | | | | | | | | _ |
| 5 | 1.5 Understanding external influences on business | Business stakeholders, Technology and business, Legislation and business, The economy and business, External influences | 18 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Revision and Mock exams | | | | | | | | | | | | | Ш | | | | | | | | | | | | | |
| | Review of mock exam success and focussed exam practice | | | | | | | | | | | | | | | | | | | | | | | | | П | |
| Year 11 | | Business Growth. Changes in Business aims and Objectives. | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2.1 Growing A Business | Business Growth, Changes in Business aims and Objectives, Business and Globalisation, Ethics, the Environment and Business | 14 | | | | | | | | | | | Н | | | | | | | | | | | | | |
| 2 | 2.2 Making Marketing Decisions | Product, Price, Promotion, Place, Using the marketing mix to make business decisions | 10 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | 2.3 Making Operational Decisions | Business Operations, Working with suppliers, managing quality, The sales process | 16 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 2.4 Making Financial Decisions | Business Calculations, Understanding business performance | 7 | | | | | | | | | | | | | | | | | | | | | | | | |
| ĸ | 2.5 Making Human Resource Decisions | Organisational structures; effective communication; effective training and development; effective recruitment; motivation | 12 | | | | | | | | | | | П | | | | | | | | | | | | | |
| | Revision and exam preparation | www.componency.com/VE 1966 September 1966 VSUUT | | | | F | | | | | | | | H | | | | | | EXAM | EXA | V. | | | | | |
| Year 12 | 1: Aims and objectives | nature & pupose of business; aims; objectives; strategy | 6 | | | П | | | | | | | | | | | | | | | | | | | | | |
| 4 | | what managers do; leadership styles; Blake's grid; Tannenbaun | | | | | | | | | | | | П | | | | | | | | \prod | | | | | |
| 4 | 2: Managers, leadership & decision-making | & Schmidt continuum; scientific and intuitive decision making Businesses with limited liability; business with unlimited liability; | ь | | | | | t | | H | Ħ | + | | П | + | \top | H | Ħ | H | $\dagger \dagger$ | | H | $\dagger \dagger$ | \top | Ħ | $\dagger \dagger$ | + |
| 2 | 1: Business forms | prive and public limited companies; private and public sector organisations | 6 | | F | | | - | | Н | | \perp | H | \vdash | | \perp | \vdash | \vdash | \vdash | + | | ++ | + | + | $\vdash \vdash$ | + | + |
| 5 | 2: Decision trees | Drawing a decision tree; calculations for a decision tree; analysis; advantages and disadvantages | 4 | | + | | | L | | Н | | \perp | H | \vdash | | \perp | \vdash | \vdash | \vdash | + | | ++ | + | + | $\vdash \vdash$ | + | + |
| 3 | 1: External influences | Market conditions; competition; changes in household income; changes in itnerst rates; demographic changes | 9 | | \perp | Н | | | | Ш | | _ | | Н | | _ | \sqcup | \sqcup | | \sqcup | | $\perp \downarrow$ | \perp | _ | | \perp | \bot |
| | 2: Opportunity cost and trade-offs 2: Stakeholders | opportunity cost; trade offs Importance of staeholders; stakeholder mapping | 4 | | + | Н | | f | | | \Box | + | H | H | + | + | H | + | + | + | | + | + | + | H | + | ++ |
| | | marketing and decision-making; marketing and competitiveness; | | | | | | T | | | | | | | | | | | | П | | | | | П | | |
| 8 | 3: Marketing | setting marketing objectives; understanding markets Financial objectives; calculating revenue, costs and profit; break- | 9 | | + | | | + | | | | | | H | | | | | | | | + | | | | + | _ |
| 17 | 5: Business finance calculatons | even analysis; cash flow management and forecasting; budgets and budgeting; profit and how to increase it; cash flow versus profit | 12 | | | | | | | | | | | Ш | | | | | | | | | | | | | |
| 17 | 5. Business imarke Calculators | Value of market research; primary research methods; secondary research methods; interpreting marketing data; market data and | - 12 | | | | | | | | | | | | | | | | Ħ | | | | | | Ħ | | |
| 9 | 3: Market research and market data 3: Price and income elasticity of demand | analysis price elasticity of demand; income elasticity of demand | 9 | | | | | | | | | | | Н | | | | | | | | Н | | | | | |
| 18 | 5: Sources of finance | internal sources of finance; external sources of finance; short and long-term uses of finance market segmentation; targeting; positioning; niche and mass | 6 | | | | | | | | | | | | | | | | Ш | | | | | | | | |
| 11 | 3: Market segmentation/types | markets Setting HR objectives; motivation and engagement in theory and | 15 | | - | | | | | | | - | | Н | | | | | | + | | + | | | | + | _ |
| 19 | 6: Motivation and engagement | in pactice The 7Ps; product life cycle and product portfolio; pricing | 8 | | + | | | + | | | | + | | H | | | | | | | | + | | | | + | _ |
| 12 20 | 3: Marketing Mix 6: Organisational design | decisions; place and promotion decisions; integrating the marketing mix Improving organisational design; job design | 15 4 | | | | | - | | | | - | | Н | | | | | | | | 11 | | | | | |
| | | Managing the human resource flow; improving employer- | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | 6: Human Resources 4: Productivity | employee relations; analysing human resource performance Setting operational objectives; efficiency and labour productivity; lean production; capcity utilisation | 6 | | | H | | | | | | | | H | | | | | | | | + | | | | | |
| 14 | 4: Impact of technology | Automated stock control systems; robotics, design technology; communication with suppliers | 6 | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 16 | 4: Managing operational performance | analysing operational performance; improving quality managing supply chains; managing inventory | 6 | | | | | | | | | | | | | | | | | | | | | | | | |
| | Exam Preparation and revision | Differences and links between mission / mission statement / aim | | | | | | + | | | | - | | Н | | | | | | | | + | | | | + | |
| 22 | 7: Mission, aim and objectives | / objective / strategy; The mission model; Corporate objectives for plcs; Internal and external influences on corporate objectives; Corporate objectives; Corporate objectives; | , | | | | | | | | | | | П | | | | | | | | | | | | | |
| 22 | 7: Making business decisions | objectives; Corporate strategy The impact of strategic decision-making on functional decision-making; SWOT analysis | 4 | | I | | Ħ | L | | Ш | | 1 | | Ħ | | I | ഥ | 世 | ш | | | Ħ | | ᆂ | | | |
| 24 | 7: Financial objectives | Types of financial objective; influences on financial objectives | 2 | I | ┰ | П | | | | LI | | | П | Ц | | $\bot \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \! \!$ | Ш | $oxed{\bot}$ | Щ | П | | H | H | F | LI | | |
| 25 | 7: Balance sheets, income statements | Balance sheet; income statement | 4 | | + | Н | $\vdash \vdash$ | - | | \vdash | H | \perp | Н | Н | \perp | - | \vdash | \vdash | \vdash | \sqcup | | + | 44 | + | | | |
| 26 | 8: Strategic direction | Ansoff's matrix; Competitive advantage; Porter's generic strategies for strategic positioning; Bowman's strategic clock | 15 | | | | | | | Ш | | | | | | | | | | | | Ш | | | | | |
| Year 13 | | Growth/retrenchment: Greiner's model of growth: | | | | | | F | | | H | # | | H | | | | | | | | H | | | | | |
| 2 | 9: Growth | Growth/retrenchment; Greiner's model or growth; Economies/diseconomies of scale; Mergers & takeovers; Business integration; Ventures & franchising | 0 | | | | | | | | | | | П | | | | | | | | | | | | | |
| | 7: Financial ratios | Seven-point approach to ratio analysis; Liquidity ratios; Gearing ratios: Profitability ratios: Efficiency ratios: value and limitations | 7 | 1 | | | | t | | H | П | \top | | П | | \dagger | Ħ | Ħ | Ħ | Ħ | | TT | T | \top | Ħ | \top | + |
| 1 | 9: Innovation | Types/Value/Impact of innovation; Ways of becoming | 8 | | + | | | | | H | | + | | H | | + | + | H | H | + | | + | + | + | + | + | + |
| 4 | | Innovative; Protecting innovative ideas | 6 | | + | + | | | | \vdash | Н | + | | \vdash | + | + | + | \vdash | \vdash | + | | ++ | + | + | + | + | ++ |
| 3 | 7: Measuring performance | Measures of marketing, HR and operations performance; Short- termism; Mittelstand Germany; Kaplan and Norton's balanced scorecard model; Elkington's triple bottom line | 6 | | | | | | | | | | | П | | | | | | | | | | | | | |
| 3 | 9: Operating internationally | Entering international markets; Offshoring and reshoring; | J | | \dagger | Ħ | | | | | | \top | | П | | \top | Ħ | Ħ | Ħ | | | $\dagger \dagger$ | | | Ħ | | + |
| 6 | o. Operating internationally | Attractiveness; China and India; Targeting overseas markets; Internationalism; Bartlett and Ghoshal's international strategies | 12 | | | | | | | | | | | Ш | | | | | | | | | | | | | $\perp \! \! \perp$ |
| 7 | 9: Digital technology | Pressures to adopt digital technology; Big data and data mining; Enterprise resource planning | 6 | 1 | | | | | | | | | | ıΤ | | | П | \prod | \mathbb{I} | | | \prod | | Г | ΙŢ | I I I I I I I I | |
| | | Effects of UK and EU law; GDP and economic growth; The | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7: External influences | business cycle; Fiscal and monetary policy; Globalisation; Urbanisation and migration; Social Environment; CSR; Shareholder/Stakeholder concept; Carroll's CSR Pyramid; | | | | | | | | | | | | П | | | | | | | | | | | | | |
| 5 | | Sharenoider/staxenoider concept; Carroir's CSK Pyramid; Technological change; Competitive market; Porter's Five Forces Lewin's force field analysis; Flexible organisations; Barriers and | 14 | | + | Н | | - | | | H | | | | | \dashv | \vdash | \vdash | \vdash | + | | + | + | + | \vdash | + | ++ |
| | 10: Change | resistance to change; Kotter and Schlesinger's theory; Organisational culture; Handy's four types of culture; Hofstede's | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 7: Investment appraisal | national cultures Payback period; ARR; NPV; Factors affecting investment | 9 | 1 | + | H | + | + | \vdash | H | H | + | H | | | | + | + | + | + | | ++ | + | + | \vdash | + | + |
| 9 | | decisions Strategic change; Value of leadership and communication; | 4 | | + | Н | + | + | \vdash | H | | + | | f | | | | \vdash | \vdash | + | | + | + | + | \vdash | + | + |
| 10 | 10: Strategic implementation | Organisational structure; Network analysis; Critical Path Analysis; Problems with strategy | 9 | | 1 | | | 1 | | Ш | Щ | 1 | Ш | Н | | | | Ш | Ш | Ш | | Ш | $\perp \downarrow$ | \perp | | \perp | $\perp \!\!\! \perp$ |
| 11 | 7: Sensitivity analysis Exam Preparation and revision | Conducting and analysing sensitivity analysis | 2 | - | + | \vdash | \vdash | + | \vdash | H | H | + | | H | + | - | | | | | | H | | | \vdash | + | ++ |
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